



## Red Oak Farmers Market 2021 Guidelines and Application

### DEFINITIONS:

- Organization Name – Red Oak Farmers Market, also referred to in this document as the Market or the ROFM
- Market Manager(s) – Person(s) responsible for general organization and operation of the Market; announces the start of each Market session; keeps official records and documents for the Market; addresses questions by the Market vendors and customers. This is a volunteer position and may be shared as Co-Market Managers.
- Market Members – Full-season vendors who have agreed to pay the \$50.00 season fee or \$25.00 fee if joining after mid-season; one vote per vendor at ROFM Member meetings.
- Quorum of Market Members – A quorum is two-thirds of Market Members.
- Market Session Vendor – Those attending and paying for individual market sessions; There are four categories:
  - Traditional Vendors – Persons selling produce, baked goods and hand-crafted items vendors; may set up a stall an unlimited number of weeks, paying \$10.00/market session (See Vendor Fees.)
  - Non-profit Vendors – Organizations engaged in fundraising; stall must not sell items competitive to Market Members' stalls; may set up one time/season; pay \$10.00 fee.
  - Community Vendors – Organizations providing free information/service of value to citizens; permission to set up a stall and number of weeks is granted/approved by Market Manager(s) case-by-case; stall is free (no fee).
  - Food Truck Vendors – Persons selling prepared (ready-to-eat) food from a truck, trailer, or cart. Some restrictions may apply during special events, especially those in partnership with other organizations, as there may be some vendors contracted to sell food.

Traditional and Food Truck vendors are eligible to be Market Members.

### MARKET SESSION LOCATIONS, DATES AND HOURS OF OPERATION:

- Thursday Market – Red Oak Fountain Square Park, generally northeast quadrant.
  - Dates – Opening will be Thursday, May 20, 2021. Season closing will be October 14, 2021, or until weather and/or growing conditions prevent produce availability.
  - Hours – 4:00 – 6:00 pm every Thursday. Market hours may be altered by vote of the Market Members, or on a case-by-case basis to accommodate special events or other opportunities.
  - The Market location may be changed to accommodate a community event, such as, Junction Days or the Classy Chassis Car Club show.
  - The Market is open regardless of weather; individual vendors may choose to not sell or to close early in case of threatening weather.
- Saturday Market – Red Oak Fountain Square Park, generally northeast quadrant.
  - Dates – Opening will be Saturday, June 5, 2021. Season closing will be September 18, 2021, or until weather and/or growing conditions prevent produce availability.
  - Hours – 9:00 am – 12:00 Noon every Saturday.
  - The Market location may be changed to accommodate a community event, such as, Junction Days or the Classy Chassis Car Club show.
  - The Market is open regardless of weather; individual vendors may choose to not sell or to close early in case of threatening weather.

- Holiday Markets – Location to be determined, preferably on or near the town square in Red Oak, IA.
  - Thanksgiving Market – Date: Wednesday, November 23, 2021 10 am – 1 pm.
  - Christmas Market – Date: Thursday, December 16, 17, 18, 2021 10 am – 1 pm.
  - Food Truck vendors are excluded from the Holiday markets.
- An announcement by the Market Manager or an appointed vendor will open each market.
- All vendors will be set up and ready to sell by the Market opening time and will remain open until the appointed closing time. Any vendor that sells out or needs to close early will notify the Market Manager before departing the Market location.

#### VENDOR FEES:

- Full-season Vendor Fee = \$50.00, which may be paid in full at the start of the season or in two (2) \$25.00 payments at the start of each half-season:
  - First Half-season – May 20 – July 31, 2021
  - Second Half-season – August 1 – Market season close 2021
- Market Session Vendor Fee = \$10.00, payable before the Market opens. Session vendors that participate in multiple Market sessions will pay a maximum of \$50.00 for the entire Market season.
- These fees entitle each vendor to a stall with selling frontage of up to two (2) six-foot tables and a six-foot table on each side of the stall (twelve feet maximum frontage).
- Full-season Parking-space Fee = \$100.00. This entitles a vendor to one (1) parking space in front of the vendor's stall for the Market season; or, in the case of Food Truck vendors that sell from their vehicles, one parking space beyond one of the ends of the Market stall configuration. Food Truck vendors, whether Full-season or Market Session, are limited to purchasing two (2) adjacent parking spaces.
- One-time Parking-space Fee = \$30.00. This entitles a vendor to a parking space in front of the vendor's stall for a single Market session. Session vendors that participate in multiple Market sessions will pay a maximum of \$100 per parking space for the Market season.
- Food cart vendors may use a stall space, if the Market Manager determines the cart is suitable for a stall (fits within the space, does not damage the turf, etc.).

#### INSURANCE:

- A blanket liability insurance policy will cover all Market Members as they participate in designated ROFM events. This enables the Market to provide the City of Red Oak with proof of insurance for all ROFM events.
- Market Session vendors are responsible for purchasing their own liability insurance policies and must provide proof of insurance to the Market Manager prior to setup. Once a Market Session vendor pays the maximum Season Member fee (\$50.00 or \$100.00), the vendor becomes a Market Member and is covered by the blanket liability insurance policy.

#### MUSIC AND OTHER ENTERTAINMENT:

Each market's manager may arrange for entertainment in consultation with his/her Traditional Vendors.

#### IOWA FARMERS MARKET NUTRITION PROGRAM (FMNP)/SENIORS FARMERS MARKET NUTRITION PROGRAM (SFMNP) CHECKS/VOUCHERS:

- Valid Dates for Checks/Vouchers: June 1 – October 31, 2021.

- ROFM Eligibility: For the Market to be eligible, a minimum of three certified vendors must be present a majority of the weeks of the season.
- Qualified Vendors: Only vendors who have received certification by completing the FMNP/SFMNP training, have a unique vendor number issued by the IDALS, and comply with all FMNP/SFMNP regulations may accept vouchers/checks.

RULES: All vendors must read and obey the following Market rules.

1. Items for sale must be grown, produced, or foraged by each vendor. These include fresh produce, baked goods, jams and jellies, eggs, honey, nuts, meat/fish and hand-crafted items.
2. Vendors must keep the Market area clean and neat. This is our show place.
3. Vendors must be knowledgeable of and follow safe food handling procedures.
4. All fresh fruits and vegetables must be:
  - a. Clean and kept in clean containers on tables, in boxes/sacks or on trucks (not on the ground).
  - b. Displayed attractively so customers can see them easily.
  - c. Kept in open packaging on display table(s).
5. Baked goods and jams and jellies must:
  - a. Be covered.
  - b. Meet state non-potentially hazardous food regulations.
6. Meats/fish must be slaughtered and sold in accordance with Iowa food regulations.
7. No live animals are to be sold at market. A vendor may display a sign promoting off-premise sale of live animals.
8. Vendors must have a state-certified scale in their stalls to sell produce by weight.
9. Vendors must not solicit business from customers who are at another Vendor's stall.
10. All on-premises sales to customers must be made after the Market opening announcement; no pre-bagging or pre-selling items prior to the announcement.
11. Customers may pre-order, prior to market setup; these items must be brought to the Market pre-bagged and marked with a pre-order tag. Payment for pre-ordered, pre-bagged items may be taken before the Market opening announcement. Vendors must attach a pre-order tag to each bag.
12. All prices should be at fair market value; undercutting the Market only hurts the value of your work and that of your fellow vendors. The following floor prices for popular items are set for the 2021 Market season at:
  - a. \$4.00 a dozen for sweet corn.
  - b. \$1.50 a pound for tomatoes.
13. Vendor locations will be set by the Market Manager at the beginning of the season with returning vendors given the option of retaining their previous year's location. If a vendor will be absent one or more Market sessions, the vendor must contact the Market Manager, who will temporarily fill that vendor's stall space so the Market appears full.
14. Vendors must collect sales tax on sales of any taxable item(s) and must have a valid temporary or permanent sales tax permit.
15. No part of any Vendor vehicle shall intrude upon, into or above the adjacent sidewalk.
16. All questions or complaints must be addressed to the Market Manager.
17. All vendors must read and sign the ROFM Liability Waiver and Hold Harmless Agreement, the ROFM 2021 Guidelines and Rules Agreement and the 2015 Pesticide Affidavit. All vendors must comply with written rules of the Red Oak Farmers Market. Noncompliance will be handled as follows:

- a. First offense: A verbal warning by the Market Manager.
- b. Second offense: A verbal warning and a written letter explaining the infraction.
- c. Third offense: An evaluation of the situation by a Quorum of Market Members, less the noncompliant vendor (if the noncompliant vendor is a Market Member). The Market Manager will not to be a member of the review process. Based on the review process meeting outcome, the Market Manager will take appropriate action to resolve the situation, which could include removal of the vendor from the Market.

The Red Oak Farmers Market reserves the right to deny stall or parking space(s) to any vendor at any time. The Red Oak Farmers Market will not discriminate against any applicant for a stall because of race, color, religion, sex, sexual orientation, disability, national origin, age, or marital status.



**Red Oak Farmers Market 2021 Guidelines and Application**  
**Liability Waiver and Hold Harmless Agreement**

I, \_\_\_\_\_,  
(Vendor Name – Please print)

as a vendor at the Red Oak Farmers Market, to the fullest extent permitted by law, agree to indemnify, hold harmless and not hold responsible, now or in the future, the Red Oak Farmers Market, the Montgomery County Memorial Hospital, Live Well Montgomery County, Montgomery County, the Montgomery County Extension Service, City of Red Oak, any event partners, other Market vendors and any Market volunteers; for any and all claims, loss or damage arising from my participation in, the organization of and operation of the Red Oak Farmers Market.

**Red Oak Farmers Market 2021 Guidelines and Rules Agreement**

As a vendor of the Red Oak Farmers Market, I have read and agree to abide by the ROFM 2021 Guidelines and Rules.

**Pesticide Affidavit**

The undersigned vendor at the Red Oak Farmers Market states that all pesticides used in the production of any and all items offered for sale have been applied in accordance with current rules of the U.S. Environmental Protection Agency and the Iowa Department of Agriculture and Land Stewardship and that no illegal residues remain on or in the items.

(Please print.)

Vendor Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Date: \_\_\_\_\_

Vendor Signature: \_\_\_\_\_

Please sign this page and return it to Anna Aufdenberg, Market Manager. For Market Session vendors include proof of insurance and \$10.00 payment. For full-season vendors, please include either \$25.00 or \$50.00 payment. Please make checks payable to Red Oak Farmers Market. A photo copy of the signed agreement will be returned to you for your records.

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